



SEPTEMBER 2010

Idaho Travel Council Grant Awards

The Idaho Travel Council granted more than \$2.5 million dollars in tourism marketing funding to non-profit organizations through the Idaho Regional Travel and Convention Grant Program at their annual summer meeting held in Sun Valley, August 3 & 4.

Eligible award recipients include non-profit local and regional tourism development organizations such as chambers of commerce and convention and visitors' bureaus. The organizations use their awarded grant dollars to promote cities, towns and regions of the state as tourist destinations. Program elements are varied but often include print and electronic advertising, brochures, travel shows, public relations, direct mail, industry research and the creation of Web sites.

"This is a remarkable program which leverages creative ideas and the 2% lodging tax revenues into marketing dollars for the communities of Idaho. My compliments to the Idaho Travel Council for their diligence in reviewing and awarding these funds that are vital for statewide economic sustainability and growth" said Karen Ballard, Administrator for the Division of Tourism Development

Tourism is a more than \$3 billion dollar industry in Idaho and building Idaho's economy by increasing visitor expenditures throughout the state is the goal of the Idaho Travel Council and the Tourism Development Division. The division's activities are funded by a two percent lodging tax, paid by travelers and collected by the state's hotel, motel and private campground owners. Forty-five percent of the funds are used for statewide programs targeted to international and domestic consumers, tour operators, travel agents, travel journalists, and film industry marketing. Another forty-five percent is distributed back in the grant program. The remaining ten percent is used for administration of the division.

Total lodging tax collections for fiscal year 2010 were \$6.263 million.

For a complete list of award recipients, click [here](#).

For a complete list of ITC Members, click [here](#).

Visit Idaho's Blog!

We've got another tool in our toolbelt. The Division of Tourism now has it's very own blog! Using the writing skills of staff and frequent guest writers, the Division hopes to use the Visit Idaho Blog as another way to connect with consumers online and promote great Idaho vacation ideas. Check it out at <http://blog.visitidaho.org/>.

Boise Named #1 on Best Towns List in Outside Magazine

Boise is gaining national exposure once again as our capital city was featured as the #1 city overall in their "Best Towns 2010" listing. The list, comprised of several cities in the west, focused on towns who inspired adventure in all forms...running, cycling, skiing, paddling, as well as places that had a great restaurant scene, downtown atmosphere, and over-all way of life. Click [here](#) to see a picture of the article or for more information, visit <http://www.outsideonline.com/>.

Get Listed on Trip Advisor

Are you taking advantage of TripAdvisor's entirely FREE listings? If you manage or own a lodging property, attraction, restaurant, or are an Official DMO you can benefit. WHY?

- 1) Reach millions of travel buyers Free! More than 25 million consumers each month research their travel purchases using TripAdvisor.
- 2) Appear on the top travel sites on the web. By listing your products and services within TripAdvisor's travel directory, you will not only be seen on www.tripadvisor.com but on other leading travel sites such as [Smarter Travel](#).
- 3) Deliver your message at just the right time via the Idaho Travel Forum that interfaces with your Facebook friends. <http://www.tripadvisor.com/ShowForum-g28933-i214-Idaho.html>

Step-by-step instructions are available at <http://commerce.idaho.gov/tourism-grants-and-resources/web-resources/>. Click on TripAdvisor white paper.

Project 60-The Tourism Industry Can Help Too!

The Governor's Project 60 Initiative is gaining strength with ongoing efforts to recruit Idaho business partners to help build Idaho's economy. And this includes the Tourism industry in Idaho!

Governor Otter said, "The goal to increase Idaho's Gross Domestic Product from 51.1 to 60 billion is ambitious, but can be done with the help of Project 60 Partners. We just need to keep the momentum going and stay focused. Idaho businesses are key to this process. Who better to help us market Idaho than the

people who live and do business here?"

The three-tier Project 60 strategy focuses on strengthening rural and urban communities by fostering systemic growth of our existing companies, recruiting new companies to Idaho and marketing the trade and investment opportunities Idaho has to the world.

For more information and to enroll as a Project 60 Partner, go to www.project60.idaho.gov or contact Gloria Mabbutt, Commerce Marketing Division at 208-334-2470 or e-mail at gloria.mabbutt@commerce.idaho.gov.

International Market Place Opportunities

[Go West Summit](#) will be held February 7-10, 2011 in Boise at Boise Centre and host hotel The Grove Hotel. The Go West Summit is a marketplace that brings together unique suppliers from the Western U.S. with tour operators, from all the major markets - Asia, Europe, Latin America, Canada, Mexico, Scandinavia and the United States, looking to expand their tours in the American West region.

The first day of the Go West Summit is a full day of educational workshops, keynote speakers and seminars. The heart of the Summit is when suppliers and tour operators meet one-on-one for two days of 12-minute pre-matched appointment sessions to discuss products and contracting. The last day of the Summit, "Adventure Day", offers all attendees the opportunity to experience our host destination and the surrounding areas.

Also taking place early next year is RMI Round-Up in Rapid City, South Dakota!

Rapid City Convention and Visitors Bureau will host the [RMI Roundup](#) February 13-15, 2011 at the Hotel Alex Johnson.

The Rocky Mountain International Roundup provides an opportunity for businesses, destinations and attractions within the region to meet face-to-face with targeted tour operators from Europe who specifically want to do business in Idaho, South Dakota, Montana, and Wyoming. It is a low-cost and highly efficient way for local suppliers to meet with international tour operators and a small number of US-based receptive operators.

The Roundup is designed not only for suppliers who are currently operating internationally, but also especially for those who want to test the waters at a cost-effective price in an environment where they'll get the opportunity to promote their product and do business one-on-one.

For more information on these trade show opportunities, contact Nancy Richardson in the Tourism Division at nancy.richardson@tourism.idaho.gov or 208-334-2470.

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